

Message Text

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PAGE 01 STATE 209262

15

ORIGIN COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 R

DRAFTED BY COM/SAD/RGOOTENBERG/EMB

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EA/ANP/HTNELSON (INFO)

----- 082355

P 032119Z SEP 75

FM SECSTATE WASHDC

TO AMCONSUL SYDNEY PRIORITY

UNCLAS STATE 209262

E.O. 11652: NA

TAGS: BEXP, AS

SUBJECT: DAVID JONES IN-STORE PROMOTION

REF: SYDNEY 1813

1. PER REQUEST COPIES DRAFT LETTER INTENT AND CONTRACT
HAND CARRIED N. STEIN TO J. MARSHALL ETA 2 SEPTEMBER.

2. RE ACCEPTABLE LEVEL OF INCREMENTAL PURCHASES TO BE
NEGOTIATED WITH DAVID JONES LTD., COMMERCE WOULD PREFER
TO AIM AT TARGET OF AT LEAST MILLION DOLLARS INCREMENTAL
BUYING. E.G., GRACE BROS. EXECUTIVE CONTENDED THAT STORE
WILL BUY OVER ONE MILLION IN U.S., THOUGH FACING DIFFI-
CULTIES PROVIDED BY IMPORT RESTRICTIONS. COMMERCE ASSUMES
THAT DAVID JONES LTD. LARGER STORES NATIONALLY THAN GRACE
BROTHERS, AND THAT DAVID JONES PLANNING LARGE SCALE PRO-
MOTION WITH SIGNIFICANT INVESTMENT IN SALES PROMOTION
BUDGET. TO SUPPORT SUCH, DAVID JONES SHOULD PURCHASE IM-
PORTANT AMOUNT OF U.S. GOODS. HOWEVER, DO UNDERSTAND
DIFFICULTIES PROVIDED BY CURRENT IMPORT RESTRICTIONS.
THEREFORE, ADVISE POST TO NEGOTIATE HIGHEST LEVEL PRACTICAL
WITHIN THIS CONTEXT.

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3. PLEASE INFORM COMMERCE RESULT OF NEGOTIATIONS. ROBINSON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Draft Date: 03 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Reference: 75 SYDNEY 1813
Review Action: RELEASED, APPROVED
Review Authority: RowellE0
Review Comment: n/a
Review Content Flags:
Review Date: 03 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <03 MAR 2003 by maustmc>; APPROVED <13 JAN 2004 by RowellE0>
Review Markings:

Margaret P. Grafeld
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EO Systematic Review
06 JUL 2006

Review Media Identifier:
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: DAVID JONES IN-STORE PROMOTION
TAGS: BEXP, AS
To: SYDNEY
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